

OFFICE OF PUBLIC AFFAIRS

A Study of Crisis Communication and Social Media: The NRC and Hurricane Sandy

Sunday, Oct. 28

nrc blog
Hurricane Sandy Forces Postponement of Ft. Calhoun Meeting on Tuesday

@NRCgov
#NRC's Oct. 30 briefing on Ft Calhoun #nuclear power plant is postponed due to Hurricane Sandy. It will be rescheduled.
3,000+ Followers
7,748 Retweets

You Tube
NRC Hurricane Preparedness- Are YOU Ready?



Monday, Oct. 29

nrc blog
NRC Prepared for Hurricane Sandy; Storm Forces Postponement of Meetings

@NRCgov
#NRC prepared for #Hurricane #Sandy; storm forces postponement of meetings.
3,000+ Followers
11,307 Retweets

nrc blog
NRC Continues to Monitor Hurricane Sandy; No Plants Shut Down So Far As a Result of the Storm

@NRCgov
NRC continues to monitor #Sandy; no #nuclear plants shut down by the storm
3,000+ Followers
10,780 Retweets

nrc blog
NRC Continues to Monitor Sandy, Including Alert at Oyster Creek Plant

@NRCgov
#NRC continues to monitor #Sandy, including alert at Oyster Creek #nuclear plant.
3,000+ Followers
131,792 Retweets

Tuesday, Oct. 30

nrc blog
NRC Keeps Eye on Nuclear Plants in Sandy's Path - Including Three That Shut Down During the Storm

@NRCgov
#NRC keeps eye on #nuclear plants in Sandy's path - including 3 shut down during the storm.
3,000+ Followers
21,981 Retweets

nrc blog
NRC Starting to Return to Normal Inspection Coverage After Sandy

@NRCgov
NRC starting to return to normal inspection coverage after Sandy
3,000+ Followers
14,087 Retweets

October 29, 2012
Most views to the entire NRC Blog site in one day at 6,260 views

Wednesday, Oct. 31

FLICKR Photo:

The NRC is starting to return to normal inspection coverage after for nuclear power plant sites in the Northeastern United States following Hurricane Sandy



This post received the most public comments in the week

Thursday, Nov. 1

nrc blog
The Relative Calm After the Storm

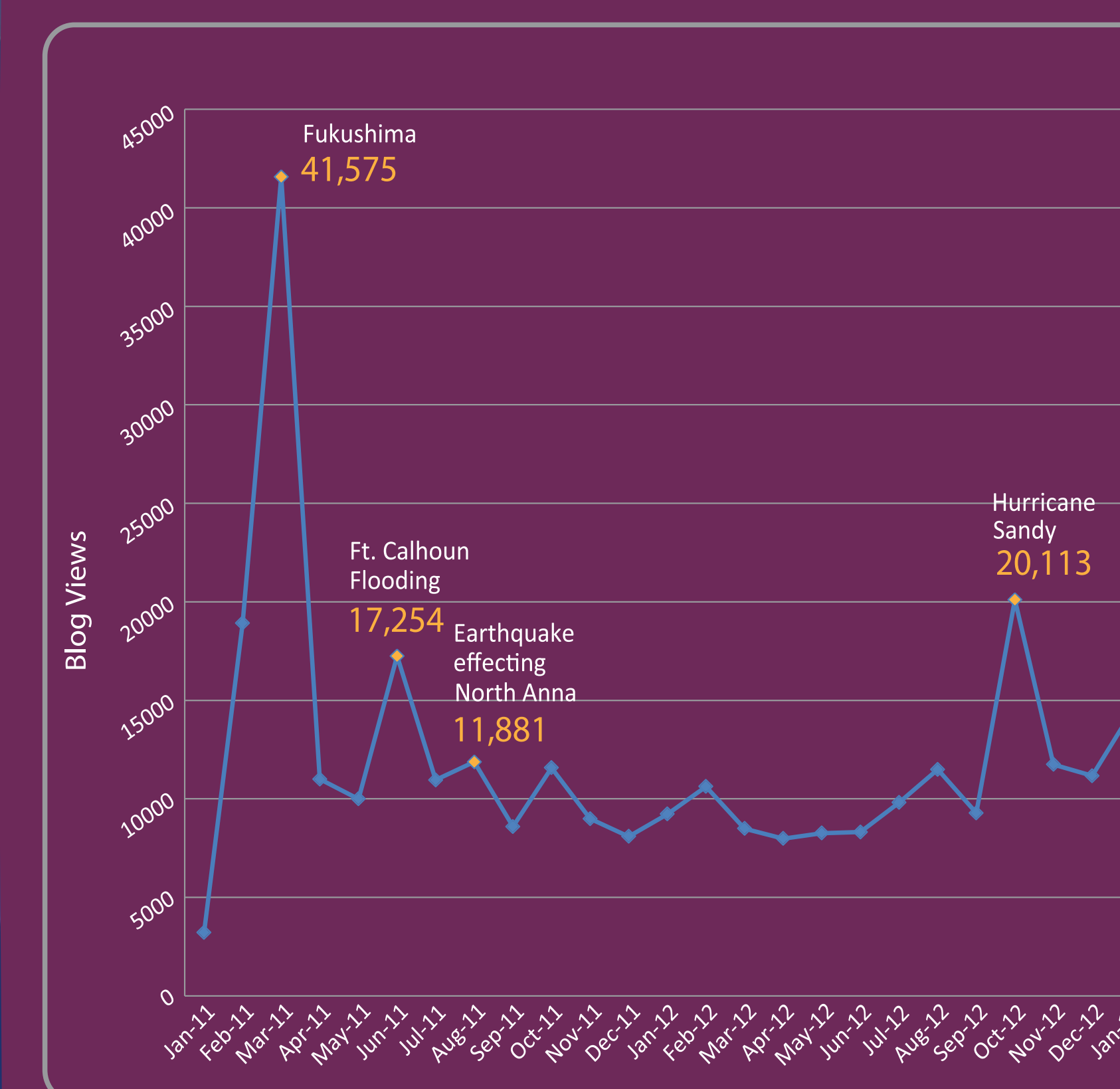
@NRCgov
#NRC Blog: the relative calm after the storm.
3,000+ Followers
8,951 Retweets

Friday, Nov. 2

nrc blog
The Relative Calm After the Storm - UPDATED

@NRCgov
#NRC Blog: the relative calm after the storm - updated.
3,000+ Followers
2,377 Retweets

Total NRC Blog Views per Crisis



The NRC recognizes social media as an important vehicle for providing information to the public during a crisis. Social media allows us to disseminate information quickly to a large audience - especially through Twitter - and to offer clear, plain language information via the NRC Blog. Monitoring social media also allows us to understand what questions and concerns need to be addressed. The case study of social media use during Hurricane Sandy also shows that these tools can be employed even when public affairs staff must work from home due to extreme weather conditions.

